



WXYZ

# ORDER

Print Date 10/06/12

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Flight Dates **08/14/12-08/20/12**

Contract / Revision      **307780 /**

Original Date / Revision  
08/13/12    08/22/12

Advertiser **Protect Our Jobs**

Agency    **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21  
Washington, DC 20015**

Product  
**Protect Our Jobs**

Agency Com    15%

Billing Contact

**5505 Connecticut Avenue NW - #21  
Washington, DC 20015**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1576**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	78	\$35,062.50	\$41,250.00	0.00
<b>Totals</b>	<b>78</b>	<b>\$35,062.50</b>	<b>\$41,250.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/20/12	78	\$35,062.50	\$41,250.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	08/14/12	08/20/12	430 AM News	CM	430a-5a	11111--	:30	5	\$125.00	P-4	0.00	NM	4	\$500.00
7 Action News This Morni															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	11111--		5			\$125.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WXYZ	08/14/12-08/20/12		430 AM News		430a-5a	MTWThF---	:30		<del>(\$125.00)</del>		0.00	NM		
Credited															
N 2	WXYZ	08/14/12	08/20/12	GMA M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$650.00	P-4	0.00	NM	10	\$6,500.00
M-F 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	22222--		10			\$650.00		0.00				



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Contract / Revision **307780** Flight Dates **08/14/12-08/20/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Protect Our Jobs**

Product **Protect Our Jobs**

Estimate # **1576**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WXYZ	08/14/12	08/20/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$650.00	P-4	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	22222--					10	\$650.00		0.00			
N 3	WXYZ	08/18/12	08/18/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S-					1	\$250.00		0.00			
N 4	WXYZ	08/18/12	08/18/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S-					1	\$350.00		0.00			
N 5	WXYZ	08/18/12	08/18/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	2	\$275.00	P-4	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S-					2	\$275.00		0.00			
N 6	WXYZ	08/19/12	08/19/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S					1	\$200.00		0.00			
N 7	WXYZ	08/19/12	08/19/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S					1	\$300.00		0.00			
N 8	WXYZ	08/14/12	08/20/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$400.00		0.00			
N 9	WXYZ	08/14/12	08/20/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$350.00		0.00			
N 10	WXYZ	08/14/12	08/20/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$600.00	P-4	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$600.00		0.00			
N 11	WXYZ	08/14/12	08/20/12	12p Noon News 12p News	CM	12-1p	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$400.00		0.00			
N 12	WXYZ	08/14/12	08/20/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$500.00		0.00			
N 13	WXYZ	08/14/12	08/20/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$650.00		0.00			
N 14	WXYZ	08/15/12	08/17/12	6p News 6-630pm M-F	CM	6-630pm M-F	--1-1--	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **307780** Flight Dates **08/14/12-08/20/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Protect Our Jobs**Product **Protect Our Jobs**Estimate # **1576**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	WXYZ	08/15/12	08/17/12	6p News 6-630pm M-F	CM	6-630pm M-F	--1-1--	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	--1-1--					2	\$900.00		0.00			
N15	WXYZ	08/14/12	08/20/12	7p News M-F 7-730p	CM	7-730pm M-F	11-1---	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11-1---					3	\$750.00		0.00			
N16	WXYZ	08/18/12	08/18/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	-----S-	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S-					1	\$500.00		0.00			
N17	WXYZ	08/15/12	08/19/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	--1-1-1	:30	3	\$1,400.00	P-4	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	--1-1-1					3	\$1,400.00		0.00			
N18	WXYZ	08/14/12	08/20/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M11	-1---	:30	3	\$700.00	P-4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11-1---					3	\$700.00		0.00			
N19	WXYZ	08/14/12	08/20/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11	1111--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$200.00		0.00			
N20	WXYZ	08/14/12	08/20/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$100.00	P-4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$100.00		0.00			
N21	WXYZ	08/18/12	08/18/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S-					1	\$250.00		0.00			
N22	WXYZ	08/19/12	08/19/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S					1	\$500.00		0.00			
N23	WXYZ	08/18/12	08/18/12	Woodward Dream Cruis Woodward Dream Cruise	CM	Woodward Dream (7:00 PM-9:00 PM)	-----S-	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S-					1	\$2,200.00		0.00			
N24	WXYZ	08/19/12	08/19/12	Woodward Dream Cruis Woodward Dream Cruise	CM	Woodward Dream (8:00 AM-10:00 AM)	-----S	:30	1	\$0.00	P-4	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S					1	\$0.00		0.00			
N25	WXYZ	08/18/12	08/18/12	ABC Saturday Prime Saturday Prime	CM	8-11pm Saturday	-----S-	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	-----S-					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	08/14/12-08/20/12		ABC Saturday Prime		8-11pm Saturday	9:00 PM-11:30 PM	1:30		\$800.00		0.00	NM		
N26	WXYZ	08/16/12	08/16/12		CM	10-11pm Thursday	---T---	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00



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Contract / Revision    **307780**    Flight Dates **08/14/12-08/20/12**

Hiatus Dates

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Order Sep    00:20:00

Advertiser    **Protect Our Jobs**    Product **Protect Our Jobs**

Estimate #    **1576**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
				Thursday Prime C											
				Thursday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	---T---		1				\$2,000.00		0.00			
														Totals	78 \$41,250.00